DOCUMENT RESUME

ED 208 836 IR 009 744

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TITLE Content Analysis of the Library Journal for 1958-80.
PUB DATE 80
NOTE 19p.

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Advertising; Audiences; Authors; *Book Reviews; Comparative Analysis; Content Analysis; *Costs; Females; *Libraries; Males; *Periodicals; Tables (Data); Trend Analysis
IDENTIFIERS *Library Journal; *School Library Journal

ABSTRACT

Twelve issues of Library Journal, randomly selected every other year from 1958 to 1980, were analyzed under the headings of general data, articles, text departments, book review sections, and advertisements to determine any changes such as scope, emphasis, and audience. Findings included increases in the number of pages per year during 1958 to 1966, followed by a drop to under 2700 pages after 1976; a substantial increase in subscription costs accompanied by a decrease in the number and relative importance of articles; an increase of six to nine percent in illustrations in the text departments in the latter six years; an increased number of reviews of adult books; increased percentages of advertisement pages; an increase of one-third in the number of display advertisements; and a decrease of more than 50 percent in the number of classified ads. Occurrences which may account for these changes include a change in editor of Library Journal in 1968; an increase in page size in January 1967; the takeover of Bowker Publishing Company by Xerox in February 1968; and the establishment of School Library Journal, a part of Library Journal since 1954, as a separate journal in 1974. Six tables are provided. (RBF)

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CONTENT ANALYSIS OF THE LIBRARY JOURNAL

FOR 1958-80

by

Herbert Goldhor

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Content Analysis of the Library Journal for 1958-80

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The origin of this study lies in a suggestion made by Dr. Theodore Peterson, Dean of the College of Communications of the University of Illinois, and a long-time student of American magazines. In the discussion following an address to a library audience in 1969, he made the point that over the years many magazines change their scope, characteristic approach, target audience, and other major attributes. It seemed to him that it would be useful to librarians (and to others) if some continuing content analysis of at least selected titles were done and made available to identify these changes (1). The present author has been interested in applying the suggestion to periodicals in the field of library science; the only relevant study known to him is one on readability of library science periodicals and for only one point or year in time (2).

Because the Library Journal (LJ) has the largest number of subscribers of all library science periodicals in the U.S., it was chosen for this study. Issues to be analyzed were picked at two year intervals, alternately six months apart within the calendar year; the specific issues used are shown in Table 1. These 12 issues covering a period of 22 years were analyzed (with the results reported here) under five main headings - general data, articles, departments, the book review section, and advertisements. Additional and more complex dimensions could be explored, e.g., readability, the point of view expressed in articles and editorials, the number of favorable and unfavorable book reviews, etc.

A few dates are relevant. Eric Moon was editor of LJ from Dec. 1, 1959 until the end of 1968; he was succeeded by John Berry who is still the editor. The page size changed in January 1967 from 6¼ x 9¼" to 8¼ x 11½", with corresponding changes from 8" to 10" of length of column of print and from 2 to 3 columns per page. In Feb. 1968, the Bowker Company became a subsidiary of Xerox. At the end of 1974, School Library Journal became a separate magazine and was no longer issued as a part of LJ as had been true since 1954; the analysis reported here includes both LJ and SLJ when they occur in the same issue. Hotline was first published in Jan. 1972.

Sec. 1. General Data.

Table 1 shows that in the 22 years covered by this study the total number of pages per year increased steadily from 1958 to 1966, then dropped with the change to a larger page size but continued to drop to under 2700 in the years since 1976. There were 4134 pages on the average in each year (4914 per year of the first six years, and 3355 of the second six years). In all of these years, there was always 22 issues a year - monthly in July and August and semi-monthly from September to May. This would give an overall average number of pages per issue of 188, compared with the actual average of 165 for the 12 issues analyzed here (186 for the first six issues, 144 for the second six). The difference is probably explained by the larger than average number of pages in the annual spring and fall issues on forthcoming books. The one-year subscription cost for LJ tripled between 1958 and 1980, while the Consumer Price Index increased 289% in the same years. With the corresponding overall decrease in the number of pages per year, the subscription cost per page went up five times and all in the last 12 years.

Table 1. General Data.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
				In the Issue Analyzed				
						No. of Words Per Column		
Issue Analyzed	No. of Pages Per Year	1-Year Subscription Cost	Price Per Page	Total No. of Pages	No. of 2-Column Pages	On 2-Col. Pg.	On 3-Col. Pg.	In Book Rev. Sec.
1. August 1958 (v.83,#14)	3,688	$ 9	$0.002	120	120	370	---	518
2. Jan. 1, 1960 (v.85,#1)	4,696	9	.002	156	156	375	---	526
3. July 1962 (v.87,#13)	4,744	10	.002	204	204	364	---	511
4. Dec. 15, 1964 (v.89,#22)*	5,142	10	.002	196	196	392	---	576
5. June 15, 1966 (v.91,#12)	6,360	10	.002	280	280	381	---	540
6. Dec. 1, 1968 (v.93,#21)	4,856	12	.002	160	1	540	392	528
7. June 1, 1970 (v.95,#11)	4,506	12	.003	194	1	516	441	520
8. Nov. 15, 1972 (v.97,#20)*	4,212	15	.004	172	2	535	425	518
9. May 15, 1974 (v.99,#10)*	3,386	19	.006	164	2	522	448	528
10. Nov. 1, 1976 (v.101,#19)	2,696	19	.007	116	6	504	411	478
11. May 1, 1978 (v.103,#9)	2,638	24	.009	100	11	567	364	510
12. Oct. 15, 1980 (v.105,13)	2,690	27	.01	116	7	534	399	480
Total	49,614			1978				
Mean	4,134	$14.67	$0.004	165			---	
M1 Mean of 1st 6 issues	4,914	10.00	0.002	186		(1-5)376	(1-5)---	533
M2 Mean of second 6 issues	3,355	19.33	0.006	144		(6-12)531	(6-12)411	506

* includes School Library Journal

Col. (b) was found by taking the last numbered page of the Dec. 15th issue of each year and adding to it 88 for the covers of all issues and (until 1973) 24 for the approximate average number of pages in the annual index.

Col. (e) includes covers.

Cols. (g)-(i) are based on counting the words in 5 to 15 sets of 3-lines each (not including classified advertisements), finding the average number of words per line, and multiplying by the number of lines per inch and by the appropriate number of column inches.

We estimated the number of words per column separately for two-column pages, for three-column text pages, and for the three-column book review section pages. Since 1967, two-column pages have been used only for the editorial and the main articles; in the 7 issues analyzed from 1968-1980, there was an average of 4 pages with two columns of type. The two-column text pages had of course a larger average number of words per column after 1967 than before that date. The book review section has been set in a smaller type than the three-column text pages, and this is reflected in the overall average number of words per column for each.

Sec. 2. Articles.

Table 2 brings together all 10 variables concerning major articles, on which we recorded data. The overall average number of articles in all 12 issues was 7 (9 for the first six issues, and 5 for the second six), with a range from 2 to 16. Of all 85 articles, 32% dealt with books, authors and library materials in general for an average of 2 per issue (3, 2); 27% dealt with various aspects of internal library administration for an average of 2 per issue (3, no more than 0.5); and 22% with library professional organizations for an average of 2 per issue (2, 2). Of all 85 articles, 38% were "think pieces," i.e., the opinions of the authors (an average of 4 per issue in the first six issues, and of 2 per issue in the second six), 16% were reports of individual case experience of a non-research nature (2, 1), and 14% each were reports of surveys (or records of experience) of two or more libraries (1, 1), and reviews of the literature of specified topics (1, 1).

The 85 articles were judged to concern the various types of libraries shown in column (e) of Table 2; 31% concerned public libraries (2.8, 2.0), 26% all main types of libraries (1.8, 2.3), and 12% each school

Table 2. Substantive Articles

(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Articles					
Issue Analyzed	No.	Main Subject a/b/c/d/e/f	Type of Article a/b/c/d/e/f/g	Type of Library a/b/c/d/e/f/g/h	No. of Citations	Pages No./ %
1. 8/58	10	2/2/4/-/2	4/2/-/-/1/-/3	1/2/-/7/-/-/-	2/ 9	25/21%
2. 1/1/60	9	4/1/2/-/2	1/2/2/-/2/-/2	2/2/-/-/5	-/ 9	25.2/16%
3. 7/62	7	1/-/4/-/2	4/2/-/-/-/-/1	-/3/-/2/2	4/ 5	23/11%
4. 12/15/64*	16	7/4/4/1	10/3/2/-/-/-/1	1/7/4/-/2/4	6/14	48/24%
5. 6/15/66	9	2/-/2/-/4/1	3/-/2/-/2/1/1	-/1/-/2/2/1/2/2	-/ 9	53/19%
6. 12/1/68	4	-/-/4	1/1/2	3/2	-/ 4	40/25%
7. 6/1/70	7	-/-/1/-/6	3/1/1/-/-/-/2	1/-/-/-/6	-/ 7	19/10%
8. 11/15/72*	7	2/1/1/1/1/1	2/1/1/1/2	-/4/2/-/2	4/ 5	32/19%
9. 5/15/74*	7	6/-/-/-/1	2/-/-/-/4/1	-/5/5/-/2	10/ 6	30/18%
10. 11/1/76	2	-/1/-/1	1/1	-/2	21/ 1	11/ 9%
11. 5/1/78	4	2/1/-/-/1	1/-/-/1/1/-/1	1/-/-/-/3	11/ 3	23.7/24%
12. 10/15/80	3	1/1/1	-/1/2	1/1/-/-/1	-/ 3	11/ 9%
Total	85	27/11/23/3/19/ 2//85	32/14/12/2/ 12/2/11//85	10/29/11/11/25/ 5/2/2//95	65/75	340.9/17%
Mean	7	2/1/2/c/2/c	3/1/1/c/1/c/1	1/2/1/1/2/c/c/c// 7.9	6/ 6	28.4/17.2%
M1 Mean of first six issues	9	3/1/3/c/2/c	4/2/1/-/1/c/1	1/3/1/2/2/1/c/c// 9.8	2/ 8	35.7/19.2%
M2 Mean of second six issues	5	2/1/c/c/2/c	2/1/1/c/1/c/c	c/2/1/-/2/c/-/-// 6	9/ 4	21.1/14.7%

* includes School Library Journal
c indicates 0.5 or less

Col. (c) "Main Subject": a - books, authors and library materials in general/ b - library programs and services for all age and special groups, for a fee or free, whether by one library or cooperatively by two or more/ c - internal administration or aspects thereof/ d - the library and society (e.g., library legislation, and national planning)/ e - library professional organizations/ f - all other topics (e.g, education for librarianship, and library periodicals).

Col. (d) "Type of Article": a - think piece/ b - individual non-research case experience/ c - survey or record of experience of two or more libraries or librarians/ d - research study report/ e - review of the literature/ f - report of an interview/ g - all other types (e.g., photo story, and ALA convention program).

Col. (e) "Type of Library" which each article most concerns: a - academic and research libraries/ b - public libraries (including trustees, and state library extension agencies)/ c - school libraries (including state school library agencies)/ d - special libraries/ e - all main types of libraries/ f - library periodicals/ g - all others (e.g., audiovisual work, and government documents)/ h - non-libraries (e.g., restaurants in ALA convention cities). In some cases, a given article concerned two types of libraries equally; in these cases the article was credited to each type. If an article concerned three or more types of libraries, it was counted under "e".

Col.(f) "No. of Citations": average number of titles cited in the footnotes of all articles with such citations (but not including appended bibliographies or recommended readings)/ number of articles with no such citations. Thus in the issue of LJ for August 1958, 9 of the 10 articles cited no titles and the other article cited two titles.

Col. (g) "Pages": number of pages used for the articles in this issue/ percent of all pages in this issue which was used for articles.

Table 2, p. 2.

(a) Issue Analyzed	(h) Illustrations Number/ No. of Pages/ % of Total	(i) Authors Sex m/f	(j) Authors Type of Library a/b/c/d/e/f/g/h	(k) No. of Publcs.
1. 8/58	14/ 3.5/ 3%	6/4	2/2/-/3/-/-/-/3	6/ 5
2. 1/1/60	10/ 2.8/ 2%	6/2	3/1/-/-/-/-/1/3	2/ 4
3. 7/62	17/ 4.0/ 2%	6/1	-/3/-/1/1/2	2/10
4. 12/15/64*	21/ 3.6/ 2%	9/6	1/5/2/-/3/-/-/4	9/ 9
5. 6/15/66	37/11.1/ 4%	5/2	1/1/-/1/2/-/1/1	1/ 4
6. 12/1/68	44/14.8/ 9%	3/-	2/1	-/ 9
7. 6/1/70	18/ 4.5/ 2%	3/2	1/2/-/-/1/1	1/ 8
8. 11/15/72*	30/10.6/ 6%	5/3	1/1/1/-/4/-/-/1	3/ 4
9. 5/5/74*	35/ 6.6/ 4%	2/8	1/-/-/-/-/5/-/4	4/ 5
10. 11/1/76	14/ 2.3/ 2%	1/1	-/1/-/-/1	1/27
11. 5/1/78	19/ 3.8/ 4%	5/-	3/-/-/-/2	-/15
12. 10/15/80	8/ 3.1/ 3%	1/3	2/-/-/-/1/-/1	1/25
Total	267/70.7/ 4%	52/32	17/17/3/5/15/8/ 3/16//84	30/458
Mean	22/ 5.9/ 4%	4/3	1/1/c/c/1/1/c/1	3/ 8
M1 Mean of first six issues	24/ 6.6/ 4%	6/2	2/2/c/1/1/c/c/2	3/ 7
M2 Mean of second six issues	21/ 5.2/ 4%	3/3	1/1/c/-/2/1/c/1	2/11

* includes School Library Journal
¢ indicates 0.5 or less

Col. (h) "Illustrations": number of illustrations in all articles in this issue/ number of pages needed for these illustrations/ percent of all pages in this issue used for illustrations in the articles.

Cols. (i)-(j) The combined number of authors by sex or by type of library does not always agree with col. (b), the number of articles, because some articles had two or more authors (and each was counted separately) and some had no author shown or indicated.

Col. (i) "Sex": male/female.

Col. (j) "Type of Library" with which each author was identified: a - academic and research libraries/ b - public libraries/ c- school libraries/ d - special libraries/ e - library schools/ f - library periodicals/ g - others (e.g., audiovisual work, government documents, library associations, etc.)/ h - non-librarians.

Col. (k) "No. of Publications": the number of authors of articles in this issue who had no publications listed in Library Literature for the four preceding calendar years/ the mean number of such publications for those authors who had one or more publications listed in Library Literature in the previous four years.

libraries (0.7, 1.2) and special libraries (1.8, 0). Of all 85, 88% had no titles cited in footnotes (91%, 83%); 10 articles in 7 issues had citations to an average of 6.5 titles (2.4, 9.2). These 85 articles took 4 pages each on the average, and 28 or 17% of the total pages in each of these 12 issues. (The average number of pages for articles in the six earlier issues was 36 or 19% of the total, and in the six later issues 21 or 15%). There were 3.1 illustrations in each article on the average (2.6, 4.1), and 22 illustrations in the articles of each issue (24, 21) taking 5.9 pages or 4% of all pages in the average issue. Thus the text of the articles required only 23 pages on the average for each issue or 14% of the total number of pages per issue.

There were 84 persons who were identified as authors of the 85 articles; some articles had more than one author and for some articles no author was given. Of these 84, 62% were male and 38% female (70%-30%, 50%-50%). Of all 84, 20% each were associated with academic libraries (1.5, 1.3 per issue) and with public libraries (2.2, 0.7), 19% were non-librarians (1.8, 0.8), 18% were library school faculty (1.0, 1.5). Of all 84 authors, 30 or 36% had no publications listed in Library Literature for the four calendar years preceding the year of the particular issue of LJ; they were 2.5 per issue (3.3, 1.7). Of the other 54 authors, the average number of their publications in the previous four years was 8.5 (6.6, 10.8).

Sec. 3. Text Departments.

By text departments is meant editorial matter (the front cover, the table of contents, letters to the editor, calendar of coming events, the editorial itself, and the statement of ownership), "News," "People" (announcements of appointments, resignations, retirements, and deaths), "Professional Reading" (reviews of new books in librarianship), "Checklist" (earlier called

"Items of Interest" and "Editor's Notes and Readings"), "Magazines" (earlier "New Periodicals"), and all others (e.g., "Buyers Guide," trustees column, forthcoming books, etc.). In other words, this grouping includes all text not in substantive articles (Sec. 2 above) or in the book review group (Sec. 4 below). Data on the main measures of the text departments are in Table 3.

A total of 17% of all pages in the 12 issues analyzed was devoted to these departments with no variation between the averages of the two sets of six issues. Illustrations took up 7% of these pages and increased from 6% on the average in the earlier six issues to 9% in the later six. Of all 16 editorials (8, 8), 31% were on various aspects of library professional organizations (38%, 25%) and 19% each on library programs and services (25%, 12%) and on topics related to the library and society (12%, 25%). News stories took up 5% of all pages (4%, 6%) for an average of 43 stories per issue (30, 56). If a story concerned two types of libraries, it was arbitrarily counted with only one of them. Of all 515 news stories, 33% concerned or were of major interest to public libraries (20%, 40%), 18% concerned academic libraries (17%, 19%), 11% all main types of libraries (7%, 14%), and 11% school libraries specifically (7%, 14%).

The record of appointments, retirements, etc. took an average of just over one page (1.7 pages, and 0.8) for an average of 25 names per issue (30.3, 20). The space devoted to reviews of new books in librarianship was a little more than 2 pages per issue (1.8, 2.3) for an average of 5 titles (3.3, 6.7). Notes of new products and library publications, in "Checklist," took less than 1½ pages per issue (1.3, 1.6) for a dozen items (10.5, 13.7). Nine new magazines were reviewed or noted, on the average, on one page per issue (0.7, 1.2). And all other text departments accounted for an average of almost 7 pages per issue (10.8, 2.8); in the issue of July 1962, the list of forthcoming books accounted for about half of all the pages in this category in 12 issues.

Table 3. Text Departments.

(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Illustrations		Editorial Matter		News Stories	
Issue Analyzed	Pages No./ %	Number/ No. of Pages/ % of Total	Pages No./ %	Subject of Editorial	Pages No./ %	By Type of Library a/b/c/d/e/f/g/h/i/j
1. 8/58	16.2/14%	8/2 /2%	4/3%	e	3/2%	-/-/-/3/-/2/1/4/1/11
2. 1/1/60	35.8/23%	7/2.5/2%	5/3%	c	6.2/4%	4/3/-/2/-/-/-/2/5/16
3. 7/62	63.8/31%	7/1.8/1%	6/3%	b	8/4%	2/5/-/1/3/-/1/3/2/17
4. 12/15/64*	32/16%	5/3 /2%	9.2/5%	b/e/f	12/6%	6/10/12/2/2/1/-/8/6/47
5. 6/15/66	23.5/ 8%	1/ 1/c	8/3%	e	8/3%	9/7/-/1/3/3/-/6/4/33
6. 12/1/68	20.7/13%	9/1.3/1%	5.3/3%	d	8.3/5%	9/11/-/10/5/8/-/11/4/58
7. 6/1/70	25.5/13%	10/2.1/1%	7/4%	e	9.1/5%	15/13/-/2/14/2/-/2/-/48
8. 11/15/72*	36.3/21%	21/6 /3%	4.7/3%	b/c	11.3/7%	8/12/12/1/11/4/-/5/-/53
9. 5/15/74*	34.2/21%	4/3.2/2%	6.8/4%	a/e	13.4/8%	17/40/26/2/7/4/1/2/7/106
10. 11/1/76	17.2/15%	16/1 /1%	5/4%	d	5.5/5%	7/33/2/1/2/8/-/-/1/54
11. 5/1/78	17.3/17%	10/0.5/c	5/5%	f	6.5/6%	5/6/4/-/6/-/-/1/-/22
12. 10/15/80	19.9/17%	7/0.9/1%	5/4%	d	5.3/5%	10/28/1/2/6/1/-/1/1/50
Total	342.4/17%	115/25.3/1%	71/4%	1/3/2/3/5/ 2//16	96.6/5%	92/168/57/27/59/33/3/45/31/515
Mean	28.5/17.3%	9.6/2.1/1.3%	5.9/3.6%		8/4.8%	7.7/14/4.8/2.2/4.9/2.8/0.2/3.8/ 2.6/42.9
M1	32/17.2%	6.2/1.9/1%	6.2/3.3%	-/2/1/1/3/1	7.6/4.1%	6/5/2/3.2/2.2/2.3/0.3/5.7/3.7/ 30.3
M2	25.1/17.4%	13/2.3/1.6%	5.6/3.9%	1/1/1/2/2/1	8.5/5.9%	10.3/22/7.5/1.3/7.7/3.2/0.2/ 1.8/1.5/55.5

* includes School Library Journal
ç indicates 0.5 or less
M1 is the mean of the first six issues.
M2 is the mean of the second six issues.

Col. (e) "Subject of Editorial": a - books, authors, and library materials in general/ b - library programs and services, for all age and special groups, for a fee or free, whether by one library or cooperatively by two or more/ c - internal administration or aspects thereof/ d - the library and society (eg, library legislation, and national planning)/ e - library professional organizations/ f - all other topics (eg, education for librarianship, and library periodicals).

Col. (g) "New Stories by Type of Library"; a - academic and research libraries/ b - public libraries/ c - school libraries/ d - special libraries/ e - all main types of libraries/ f - library schools/ g - library periodicals/ h - all others (eg, audiovisual work, and government documents)/ i - non-libraries (eg, publishers/ j - total number of news stories.

Table 3, p. 2.

(a)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)
	People		Prof Reading		Checklist		Magazines		Other
Issue Analyzed	Pages No./ %	No. of Persons	Pages No./ %	No. of Titles Reviewed	Pages No./ %	No. of Items Described	Pages No./ %	No. of Titles Reviewed	Pages No./ %
1. 8/58	2/2%	30	1.1/1%	1	1.8/2%	17	-/-	--	2.3/2%
2. 1/1/60	2/15%	43	2.1/1%	3	-/-	--	-/-	--	18/12%
3. 7/62	1/c	19	2/1%	4	1/c	7	0.7/c	1	43.3/21%
4. 12/15/64*	2.3/1%	43	1/1%	3	3/2%	20	1.5/1%	24	-/-
5. 6/15/66	1.8/1%	26	1.7/1%	3	1/c	8	1/c	15	1/c
6. 12/1/68	1/1%	21	3/2%	6	0.8/c	11	1/1%	10	-/-
7. 6/1/70	1/1%	16	2/1%	5	1.3/1%	11	2.2/1%	22	0.8/c
8. 11/15/72*	1.3/1%	30	5/3%	11	3/2%	29	1/1%	7	4/2%
9. 5/15/74*	1.3/1%	30	1.8/1%	6	2/1%	17	1/1%	6	4.7/3%
10. 11/1/76	0.7/1%	21	2/2%	6	1/1%	9	1/1%	5	1/1%
11. 5/1/78	0.3/c	10	2/2%	7	1/1%	8	1/1%	11	1/1%
12. 10/15/80	0.3/c	13	1/1%	5	1/1%	8	1/1%	7	5.4/5%
Total	15/1%	302	24.7/1%	60	16.9/1%	145	11.4/1%	108	81.5/4%
Mean	1.2/0.7%	25.2	2.1/1.3%	5	1.4/0.8%	12.1	1/0.6%	9	6.8/4.1%
M1	1.7/0.9%	30.3	1.8/1%	3.3	1.3/0.7%	10.5	0.7/0.4%	8.3	10.8/5.8%
M2	0.8/0.6%	20	2.3/1.6%	6.7	1.6/1.1%	13.7	1.2/0.8%	9.7	2.8/1.9%

* includes School Library Journal
c indicates 0.5 or less
M1 is the mean of the first six issues.
M2 is the mean of the second six issues.

Sec. 4. Book Reviews.

As shown in Table 4, these 12 issues had reviews of an average of 350 books (328, 373) in 46.5 pages or 28% of all pages (and the percentage was the same in the first six issues as it was in the second). After 1974, reviews of childrens books were not carried in LJ; in these 12 issues, children's books were 23% of all those reviewed and the percentage did not change much between the two sets of six issues (25%, 21%) while the number of adult books increased measurably (245, 294). Adult fiction was 14% of all adult titles (12.5%, 14.4%) and used 13% of the pages for all adult book reviews (12%, 13.7%).

Sec. 5. Advertisements.

Within the limits of the four categories analyzed here, the largest in number of pages consists of advertisements. In the average issue (see Table 5), there were 61.3 pages of advertisements (65.9, 56.8) or 37.2% of all pages (35.4%, 39.5%). Display advertisements were 88% of all advertising pages, and classified ads 12% (85.3%-14.9%, 91.5%-8.3%). There were 93.6 different display ads on the average (79.5, 107.7) and three-quarters of them were advertisements for books, journals, films or other library materials (71%, 78%). The other ads were of library supplies and equipment, binding, etc. For the last 5 issues analyzed, the index of advertisers allows one to estimate that on the average there were 61 different advertisers per issue; in these five issues, there were 86.2 different ads, or a ratio of 1.4 ads per advertiser. The classified advertisements were mostly of position vacancy announcements; the overall average number of such announcements (not the number of positions, since often two or more vacancies in one library were announced together) was 79 (in the first six issues 108, and in the second six 49).

Table 4. Book Reviews.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
	Number of Pages			Number of Titles Reviewed				
							Adult Fiction	
Issue Analyzed	Adult	Juv	Total/%	Adult	Juv	Total	No./ % of Ad	No. of Pages/ % of Adult
1. 8/58	42	--	42/35%	210	--	210	42/20%	7.8/19%
2. 1/1/60	41.6	--	41.6/27%	208	--	208	18/ 9%	3.4/ 8%
3. 7/62	44.5	16.9	61.4/30%	267	152	419	27/10%	5/11%
4. 12/15/64*	46.9	22.7	69.6/36%	281	182	463	20/ 7%	3.8/ 8%
5. 6/15/66	49.5	20.5	70/25%	297	164	461	27/ 9%	5/10%
6. 12/1/68	29.9	--	29.9/19%	206	--	206	50/24%	5.5/18%
7. 6/1/70	32.9	--	32.9/17%	264	--	264	52/20%	4.2/13%
8. 11/15/72*	29.3	26.5	55.8/32%	530	176	706	20/ 4%	2.2/ 8%
9. 5/15/74*	32.5	28.3	60.8/37%	262	300	562	36/14%	3.7/11%
10. 11/1/76	31.3	--	31.3/27%	252	--	252	41/16%	4.5/14%
11. 5/1/78	27.3	--	27.3/27%	185	--	185	42/23%	4.3/16%
12. 10/15/80	35.9	--	35.9/31%	270	--	270	63/23%	6.9/19%
Total	443.6	114.9	558.5/28%	3232	974	4206	438/14%	56.3/13%
Mean	37	9.6	46.5/28.2%	269	81	350	36.5/13.6%	4.7/12.7%
M1 Mean of the first six issues	42.4	10.0	52.4/28.2%	245	83	328	30.7/12.5%	5.1/12%
M2 Mean of the second six issues	31.5	9.1	40.7/28.3%	294	79	373	42.3/14.4%	4.3/13.7%

* includes School Library Journal

Table 5. Advertisements

(a)	(b)	(c)	(d)	(e)	(f)
		Display Advertisements		Classified Advertisements	
Issue Analyzed	No. of Pages for Ads No./ %	Pages No./% of(b)	No. of Different Advertisements/% Devoted to Library Materials	Pages No./% of(b)	No. of Ads for Position Vacancies
1. 8/58	36.8/31%	29.3/80%	43/60%	7.5/20%	80
2. 1/1/60	53.6/34%	48.1/90%	59/64%	5.5/10%	52
3. 7/62	55.8/27%	44.8/80%	59/75%	11/20%	129
4. 12/15/64*	46.4/24%	36.9/80%	57/84%	9.5/20%	104
5. 6/15/66	133.5/48%	116.5/87%	157/69%	17/13%	170
6. 12/1/68	69.4/43%	61.4/88%	102/75%	8/12%	115
7. 6/1/70	116.6/60%	109.6/94%	215/60%	7/ 6%	99
8. 11/15/72*	47.9/28%	43.9/92%	109/91%	4/ 8%	39
9. 5/15/74*	39/24%	33.6/86%	72/89%	5.4/14%	50
10. 11/1/76	56.5/49%	52.2/92%	95/92%	4.3/ 8%	44
11. 5/1/78	31.4/31%	28.1/89%	64/81%	3.3/11%	35
12. 10/15/80	49.2/42%	44.9/91%	91/82%	4.3/ 9%	37
Total	736.1/37%	649.3/88%	1123/75%	86.8/12%	944
Mean	61.3/37.2%	54.1/88.3%	93.6/75%	7.2/11.7%	79
M1 Mean of first six issues	65.9/35.4%	56.2/85.3%	79.5/71%	9.8/14.9%	108
M2 Mean of second six issues	56.8/39.5%	52/91.5%	107.7/78%	4.7/ 8.3%	49

* includes School Library Journal

Sec. 6. Summary and Conclusions.

Table 6 brings together the data on the four main categories of content, in terms of the number of pages so used. Advertisements were 37% of all pages in these 12 issues on the average, book reviews next with 28%, and articles and text departments equal with 17% each. This distribution did not change much between the first six issues and the second six; the percentage of pages for advertising increased a little and the percentage for articles decreased.

Three major changes in LJ can be seen between the first six issues analyzed (1958-68) and the second six (1970-80). One is in regard to the articles - there were fewer of them; they took up a smaller percentage of the total pages; they were less concerned with library materials, administration, and the library in society, and relatively more concerned with library programs and especially with library professional organizations; there was less use of think pieces and of reports of individual case experience; the emphasis on male authors was corrected, but in recent years the authors have been more likely to have had more publications in the four years preceding their appearance in LJ.

A second main change is the greater absolute (as well as relative) emphasis on reviews of adult books, though the percentage of pages devoted to reviews of all books and other materials did not change. And thirdly, the percentage of pages given to advertisements has increased as has the number of advertisements (one-third more in 1970-80 than in 1958-68), while the number of classified ads dropped by more than 50%.

Within the limits of this analysis, LJ appears to be primarily and increasingly devoted to reviews and advertisements of library materials (especially adult books). Articles and text departments were 37% of all pages in the first six issues and 32% in the later six.

Table 6. Content Distribution of Total Pages

(a) Issue Analyzed	(b) Total Pages	(c) Articles No./ %	(d) Departments No./ %	(e) Reviews No./ %	(f) Advertisements No./ %
1. 8/58	120	25/21%	16.2/14%	42/35%	36.8/31%
2. 1/1/60	156	25.2/16%	35.8/23%	41.6/27%	53.6/34%
3. 7/62	204	23/11%	63.8/31%	61.4/30%	55.8/27%
4. 12/15/64*	196	48/24%	32/16%	69.6/36%	46.4/24%
5. 6/15/66	280	53/19%	23.5/ 8%	70/25%	133.5/48%
6. 12/1/68	160	40/25%	20.7/13%	29.9/19%	69.4/43%
7. 6/1/70	194	19/10%	25.5/13%	32.9/17%	116.6/60%
8. 11/15/72*	172	32/19%	36.3/21%	55.8/32%	47.9/28%
9. 5/15/74*	164	30/18%	34.2/21%	60.8/37%	39/24%
10. 11/1/76	116	11/ 9%	17.2/15%	31.3/27%	56.5/49%
11. 5/1/78	100	23.7/24%	17.3/17%	27.3/27%	31.4/31%
12. 10/15/80	116	11/ 9%	19.9/17%	35.9/31%	49.2/42%
Total	1978	340.9/17%	342.4/17%	558.5/28%	736.1/37%
Mean	165	28.4/17.2%	28.5/17.3%	46.5/28.2%	61.3/37.2%
M1 Mean of first six issues	186	35.7/19.2%	32/17.2%	52.4/28.2%	65.9/35.4%
M2 Mean of second six issues	144	21.1/14.7%	25.1/17.4%	40.7/28.3%	56.8/39.5%

* includes School Library Journal

Cols. (c)-(f) show the number of pages and the percentage of all pages, col. (b).

Footnotes

p. 1. (1) Theodore Peterson, "The Bright, Bleak Future of American Magazines," in Walter C. Allen, ed., Serial Publications in Large Libraries. (Allerton Park Institute no. 16; University of Illinois Graduate School of Library Science, 1970) p. 1-10.

(2) John V. Richardson, Jr., "Readability and Readership of Journals in Library Science," Journal of Academic Librarianship 3 (March 1977) p. 20-22.